

# **Lifestyle clipping study**

**Using Smartphone/Tablet Questionnaire App (SODA)**  
**—China—**

**SurveyMY**

# Service description

Smartphone/tablet questionnaire App

## MobileMY

Supported Tablet  
and Smartphone

**Major Smartphone/Tablet OSs**

(iOS, Android, Symbian (Nokia) , BlackBerry, Windows Mobile)

⇒ Better accessibility than PCs – Enables surveys at anywhere, anytime

Supported Offline  
environment

**Get App Installed onto Each Device**

⇒ Enter a survey code in the App and download a questionnaire and you can participate in the fieldwork offline.

CLT/Diary studies are supported globally

It realizes more accurate and quicker delivery of data than paper questionnaires

Supported  
multimedia such  
as photo/movie

**Collect data of photos, movies and voices captured on the spot**

⇒ Multimedia data can be delivered in a file separated from data

\* If an OS is not supported, some multimedia data capturing may be not possible.

Supported  
multi language

**16 languages are available for Menu button.**

**Any language is usable for a questionnaire on a device supporting it.**

# Survey Summary

**Country: China**



**Target: Smartphone or Tablet owners who download questionnaire App (SODA)**

**Questions: 20 (including photo capture)**

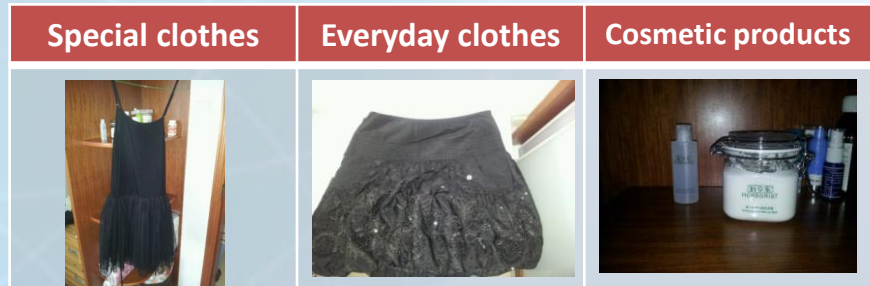
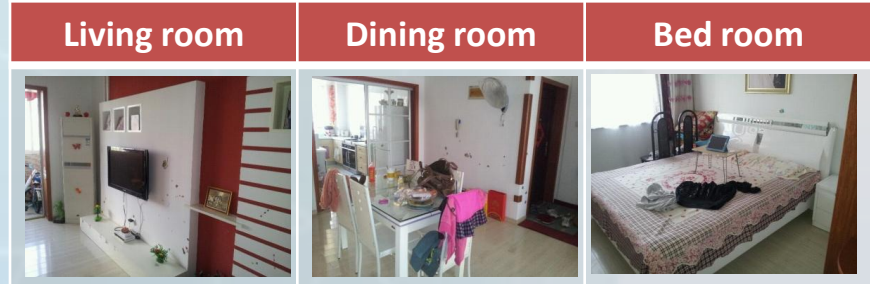
**Samples: N=26 (China)**

**Fieldwork: 28<sup>th</sup> Sep – 16<sup>th</sup> Oct 2012**


# Individual Data(Example)

## Demographic

- Age:32
- Gender:Female
- Device:GT-I9100
- Occupation: Company employee (staff level)
- Monthly HH income:RMB 17500-19999
- Afford to spend monthly after expenses :RMB 5000
- HH members:Four
- Members:Spouse/partner, child (Aged 3-5) and parents



**What makes you happy at home**

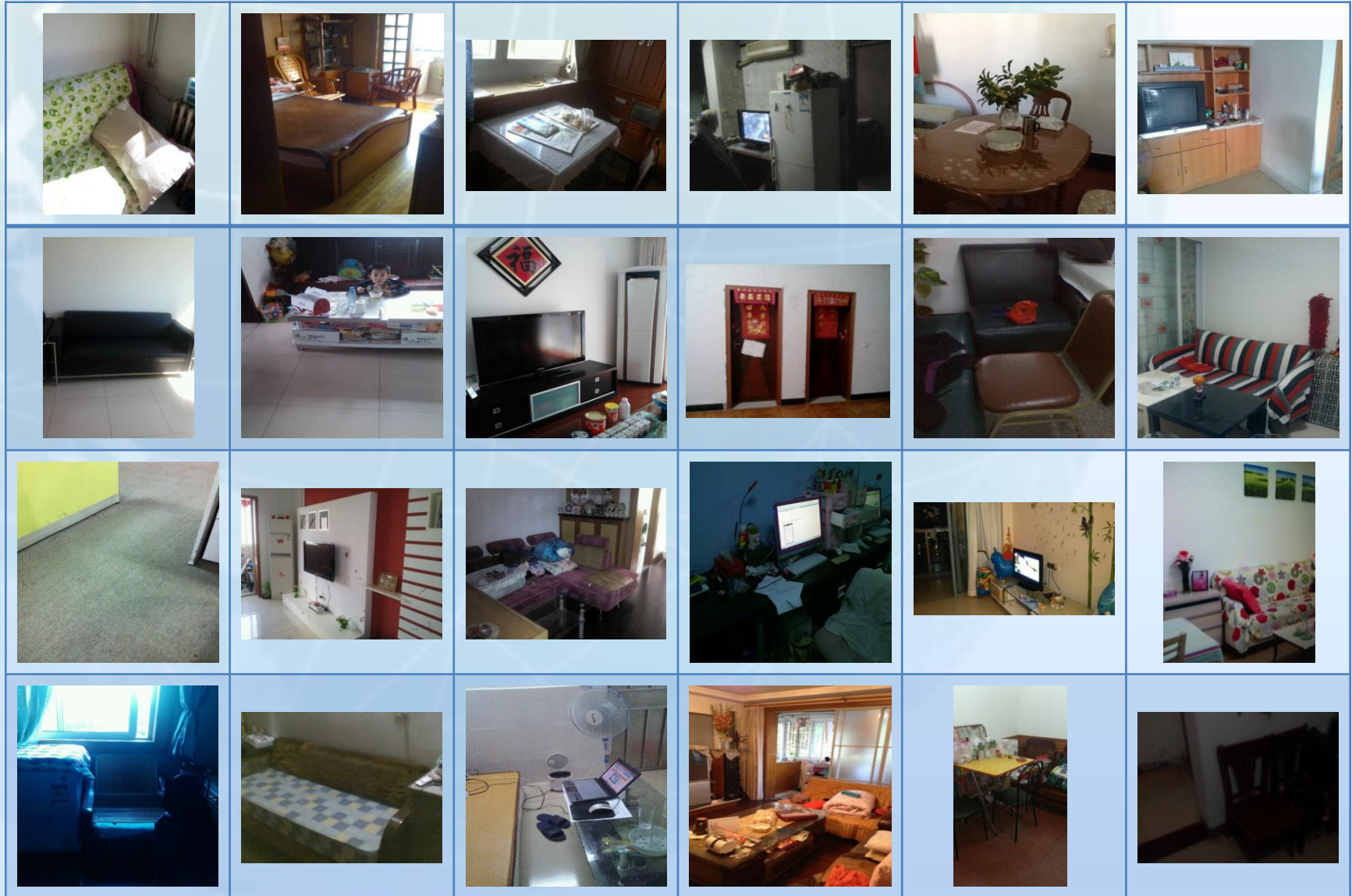


**Reason**

My little cute baby!  
Every time all happy to see you.



# Living room



# Dining room





# Bed room

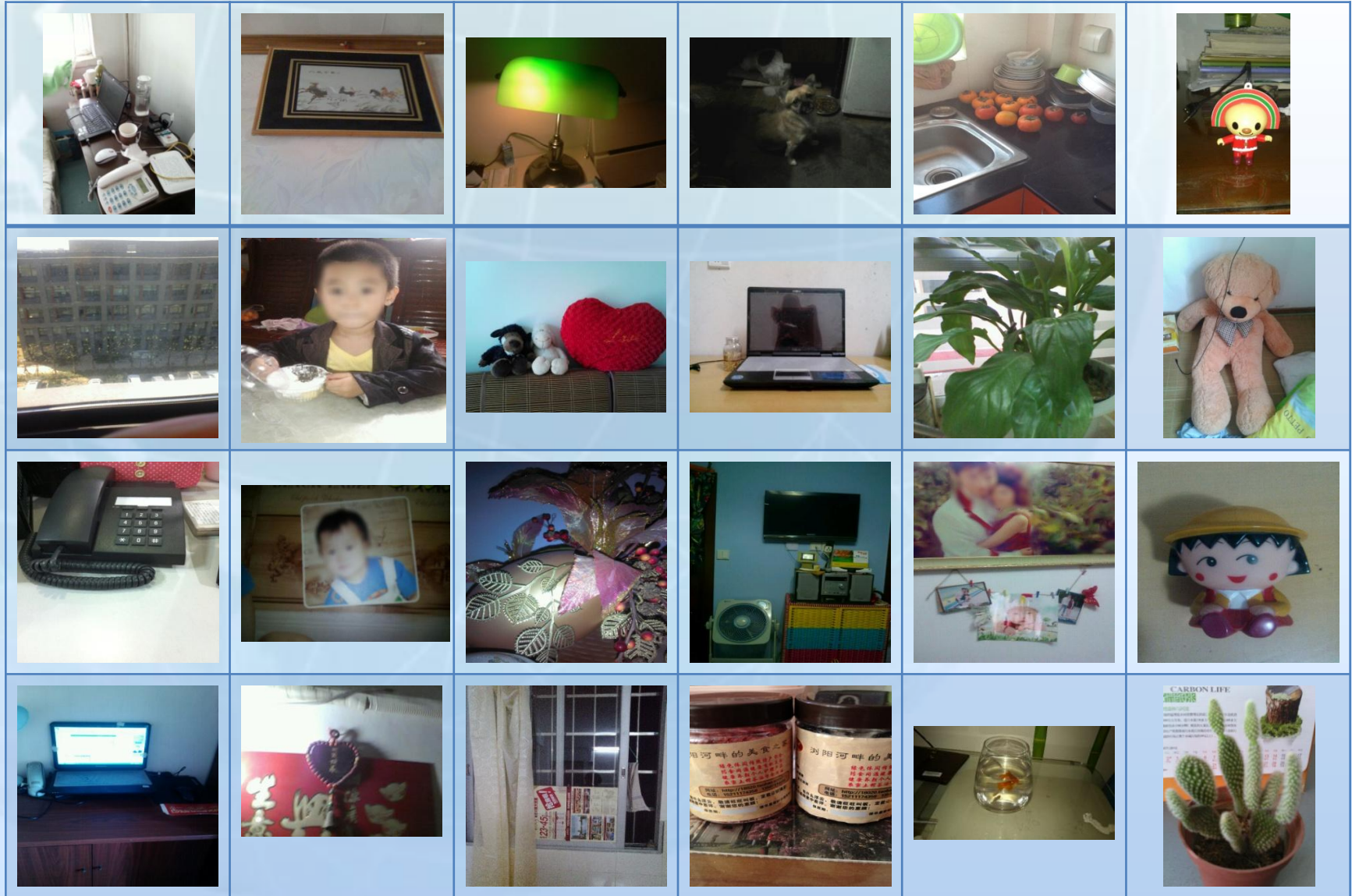


# Cosmetic products (For females)

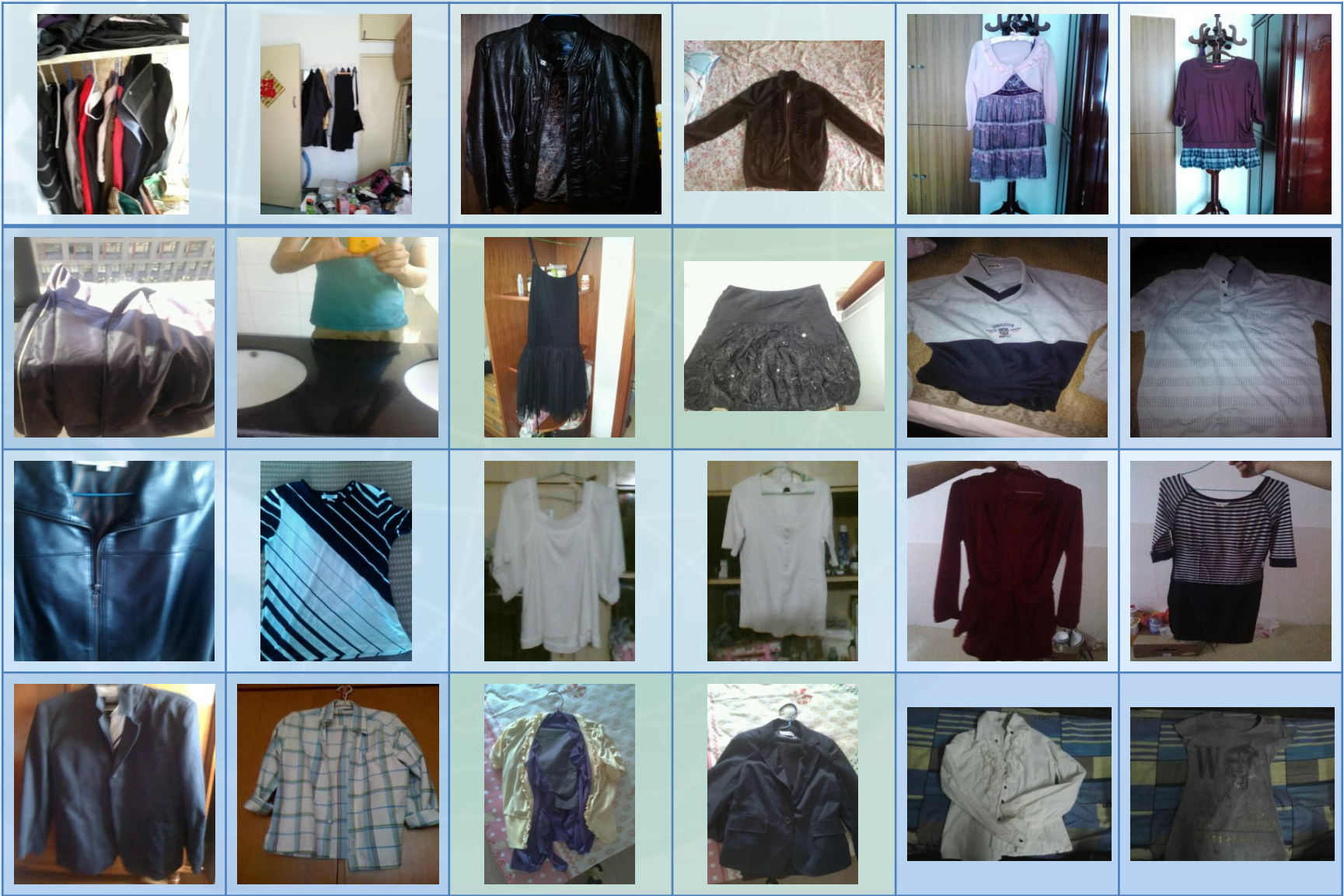




# What makes you happy at home



# Special and everyday clothes





# Special and everyday clothes





# Car(Front and Interior)

